

ASSIGNMENT 1

"Objectives, Principles, Organization, and Authority," "Public Affairs Functional Areas" and "Internal Information."

Textbook Assignment: Chapters 1 and 2 (pages 1-1 through 2-9).

Learning Objective: Recognize the role of the public in government.

1-1. Under the Freedom of Information Act (FOIA), the public and press have which of the following rights?

1. Access to classified government information only
2. Access to unclassified instructions and notices only
3. Access to unclassified government information only
4. Access to all government information

1-2. What is the result of a free and independent press in society?

1. An informed electorate capable of making decisions and able to hold the government accountable
2. An electorate confused by too much information
3. An increased tension level within the electorate
4. An educated and informed electorate eager to recommend changes in government

1-3. Of the three basic public affairs components, which two are becoming increasingly important?

1. Public information/ community relations
2. Internal information/ community relations
3. Internal information/ public information
4. Community relations/ community information

1-4. What is considered the backbone of public affairs?

1. External information
2. Community relations
3. Public information
4. Internal information

Learning Objective: Identify Department of Defense and Navy/Marine Corps public affairs objectives.

- 1-5. Timely and accurate release of DoD information is crucial for which of the following reasons?
1. The public, news media, and Congress will better understand national security facts
 2. The U.S. military services will better understand each other's missions
 3. The House Armed Services Committee will better understand the DoD defense strategy
 4. The government of foreign nations will better understand The DoD defense strategy
- 1-6. When, if ever, may the DoD classify information for the purpose of precluding its release?
1. When the government is at risk of international embarrassment
 2. When national antimilitary sentiment is high
 3. When Congress reviews DoD policies and expenditures
 4. Never
- 1-7. Information may be withheld when which of the following conditions exists?
1. A Navy C-9 crashes under questionable circumstances
 2. A television network requests information on Seventh Fleet ship movements
 3. A Navy guided-missile destroyer runs aground 10 miles west of Guantanamo Bay, Cuba
 4. A news wire service requests information the USS *Pueblo* incident

- 1-8. What is the Navy public affairs objective?
1. To explain to the public the role of the Navy in the overall DoD plan
 2. To define the maritime strategy
 3. To justify the existence of the Navy to the public
 4. To disclose the wartime objectives of the Navy
- 1-9. Public affairs guidance at the Navy level is developed by (a) whom, and with (b) whose assistance?
1. (a) CHINFO (b) DIRPA
 2. (a) CNO (b) CHINFO/DIRPA
 3. (a) SECNAV (b) CHINFO
 4. (a) DoD (b) SECNAV/CHINFO

Learning Objective: Identify the functional applications of Navy public affairs.

- 1-10. What are the three basic elements of Navy public affairs?
1. Media relations, public information, and community relations
 2. Community relations, public affairs, and internal relations
 3. Internal information, community relations, and public information
 4. External relations, public information, and community relations

IN ANSWERING QUESTIONS 1-11 THROUGH 1-16, SELECT FROM COLUMN B THE PUBLIC AFFAIRS SUPPORTING ELEMENT THAT FITS THE DESCRIPTION SHOWN IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	<u>A. DESCRIPTIONS</u>	<u>B. ELEMENTS</u>
1-11.	Examined to determine impact of public affairs actions	1. Security review 2. Resource management
1-12.	Developing, implementing, and monitoring effectiveness of fiscal, personnel, and system resources	3. Organizational interrelationships
1-13.	Protects DON personnel from releasing sensitive information by mistake	4. Policy review
1-14.	Ensures information released conforms to established governmental guidelines	
1-15.	Involves a careful review of new requirements	
1-16.	Results in a statement of "impacts"	

Learning Objective: Identify DoD and Navy public affairs organization and authority.

- 1-17. Navy public affairs organization is structured to provide the nation with which of the following services?
1. A daily reinforcement of the policies and goals of the Navy
 2. A detailed special events agenda
 3. A periodic recap of Navy news
 4. A maximum amount of news with minimal delay

- 1-18. What is the correct term for a command encompassing more than one service?

1. Unified
2. Specialized
3. Specified
4. Unilateral

- 1-19. Who is the primary assistant to the Secretary of Defense in DoD public affairs matters?

1. SECNAV
2. Chairman, JCS
3. ASD (PA)
4. Director, USIA

- 1-20. Who is usually in charge of public affairs in an embassy or consulate?

1. USIA representative
2. ASD (PA)
3. SECDEF
4. U.S. ambassador

- 1-21. A contingent of five U.S. Navy ships visits a foreign nation to help celebrate its independence. Who or what activity supervises this event from a public affairs standpoint?

1. USIA
2. The Country Team
3. ASD (PA)
4. U.S. Navy liaison in the host country

- 1-22. Establishing Navy public affairs policy and directing its implementation is the responsibility of

1. DoD
2. SECNAV
3. SECDEF
4. CHINFO

1-23. Which of the following tasks is handled by CHINFO?

1. Plan and implement Department of the Navy public affairs programs only
2. Navy Journalist rating sponsor only
3. PAD for the CNO only
4. All of the above

1-24. What is the purpose of a NAVINFO?

1. To serve as a media representative for the DoD
2. To coordinate regional media embarks with DIRPA
3. To serve as a CHINFO field representative
4. To serve as a PAO for regional Navy Public Affairs Centers

1-25. NAVINFOS regularly advise CHINFO on

1. budget requirements
2. community relations trends
3. status of Navy public affairs offices in the region
4. important issues reported in the media

1-26. For which of the following reasons must NAVINFOS liaison with Naval Reserve public affairs units?

1. To discuss training and mobilization readiness only
2. To learn the operational priorities of the unit only
3. To formulate Navy responses to media embarkation requests only
4. All of the above

1-27. What is the main purpose of Navy Public Affairs Centers?

1. To produce external release materials
2. To produce internal release materials
3. To expand the areas served by NAVINFOS
4. To assist DIRPA

1-28. The Navy Public Affairs Center in Norfolk is tasked with producing stories and photos of the crew of the USS *Hialeah*. Which of the following procedures would best accomplish this mission?

1. Send three PHs to the ship and request stories from the PAO
2. Send JO/PH teams to the ship with the PAO assisting as needed
3. Let the PAO write the stories and take the photos with the PA Center supervising
4. Request JO/PH support from NAVINFO Southeast

1-29. Materials produced by the Fleet Home Town News Center (FHTNC) are automatically mailed to media serving the hometowns of the individuals featured.

1. True
2. False

1-30. To whom is DIRPA responsible regarding the development of public affairs programs?

1. CHINFO
2. Commandant, DIRPA (PA)
3. SECNAV
4. CMC

1-31. Who coordinates security reviews and material clearance for Marine Corps public releases?

1. ASD (PA)
2. CHINFO
3. DIRPA
4. Commander, Marine Corps PA field activity

Learning Objective: Identify the public affairs responsibilities of commanding officers and public affairs officers.

- 1-32. Commanding officers must ensure that PAOs take which of the following actions?
1. Update the CO's biography biannually
 2. Exercise blanket external release authority
 3. Use the correct number of JOs to carry out the PA plan
 4. Establish a method of having direct access to the CO

- 1-33. A news release generated by the public affairs office of the USS *Delmar* inadvertently contains classified information. Who is ultimately responsible for this error?
1. The PAO
 2. The senior JO in the office
 3. The JO who drafted the story
 4. The commanding officer

IN ANSWERING QUESTIONS 1-34 THROUGH 1-38, SELECT FROM COLUMN B THE INDIVIDUAL RESPONSIBLE FOR PERFORMING THE TASK IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	<u>A. TASKS</u>	<u>B. INDIVIDUALS</u>
1-34.	Assist tenant activities with public affairs projects	1. CO 2. PAO
1-35.	Establish the Fleet Home Town News Program for the command	
1-36.	Serve as the command subject matter expert	
1-37.	Analyze possible adverse situations and recommend courses of action	
1-38.	Carry out the PA Objective	

Learning Objective: Describe the significance of area coordinators, Navy and Marine recruiting external communications, and Naval/Marine Corps Reserve public affairs.

- 1-39. The CNO assigns all shore activities to area coordinators in a specific geographic region for which of the following reasons?

1. To strengthen the chain of command ashore
2. To better define the responsibilities of NAVINFOS
3. To guarantee efficient use of resources
4. To assist SECNAV in establishing policy ashore

- 1-40. Which of the following public affairs responsibilities should an area coordinator handle?

1. Coordinate public affairs projects with regional NAVINFOS
2. Suggest ways in which a shore activity can improve its public affairs plan
3. Conduct periodic inspections of public affairs offices in the region
4. Delegate to regional area Coordinators special public affairs duties

- 1-41. What type of communication is generated by Navy and Marine personnel in the recruiting public affairs field?

1. Propaganda
2. Information
3. Promotional
4. Publicity

1-42. With the exception of classified advertising, which of the following individuals reviews and approves all Navy recruiting advertisements?

1. CNO
2. SECNAV
3. COMNAVCRUITCOM
4. CHINFO

1-43. Most of the Selected Reserve public affairs billets are assigned to

1. COMNAVRESFOR
2. Naval Reserve public affairs "Program 35" units
3. Naval Air Reserve Force
4. Naval Surface Reserve Force

1-44. Naval Reserve public affairs units report to which of the following commands for training and administrative concerns?

1. COMNAVRESFOR
2. SECNAV
3. Naval Reserve Readiness Command
4. Senior "Program 35" unit in region

1-45. What role, if any, does CHINFO have in Naval Reserve public affairs units?

1. Establishes mission, objectives, plans, and policies of each unit
2. Assists in special events and community relations planning and coordinates VIP visits of Naval Reserve ships
3. Acts as liaison between COMNAVRESFOR and SECNAV
4. None

1-46. Who is responsible for public affairs in the Selected Marine Corps Reserve?

1. DIRPA
2. COMNAVRESFOR
3. Commanding Generals, 4th Marine Division, and 4th Marine Aircraft Wing
4. Commander, Marine Reserve Public Affairs Command (MRPAC)

Learning Objective: Define the role of internal information and recognize its application at the DoD and DON levels.

1-47. Which of the following benefits results from an effective internal information program within a command?

1. Increased pride and professionalism
2. Unification of the command's leadership and its people
3. Improved understanding of the Navy's internal public affairs plan
4. Increased command emphasis on familygrams, newspapers, and command bulletins

- 1-48. Which of the following groups make up the five-part internal audience for the Department of the Navy?
1. Navy/Marine Corps Reserve personnel, Navy/Marine Corps active duty personnel, retired community, NJROTC units, and families of active duty members
 2. Navy/Marine Corps Reserve personnel, their families, retired community, Navy/Marine Corps active duty personnel, and civilian contract workers
 3. Navy/Marine Corps active duty personnel, their families, retired community, Navy/Marine Corps civilian employees, and Navy/Marine Corps civilian contract workers
 4. Retired community Navy/Marine Corps active duty personnel, their families, Navy/Marine Corps Reserve personnel, and Navy/Marine Corps civilian employees
- 1-49. Of the following individuals, who must be involved in the internal information program for a command?
1. Commanding officer
 2. Executive officer
 3. Department heads/division officers
 4. Each of the above
- 1-50. Who provides policy and operational instructions to AFIS for managing and operating AFRTS and AFPPS?
1. Director, USIA
 2. CHINFO/DIRPA
 3. ASD (PA)
 4. SECNAV
- 1-51. Which of the following offices sends instructional memoranda and policy guidance on DoD-approved programs (print or electronic media) to the military departments?
1. AFIS
 2. ASD (PA)
 3. DoD
 4. AFPPS
- 1-52. The director of AFIS also serves as the director of
1. AFRTS
 2. CHINFO
 3. USIA
 4. FCC
- 1-53. For which of the following tasks is AFIS responsible?
1. Ensuring DoD personnel overseas receive news and entertainment without censorship, manipulation, or propagandizing
 2. Developing long-range community relations plans overseas
 3. Serving as the public affairs representative for the U.S. ambassador in a foreign country
 4. Procuring broadcast equipment for all military department AFRTS stations
- 1-54. Press and Art Packs are furnished by AFIS through (a) what activity, and are intended for (b) which of the following military mediums?
1. (a) AFIS
(b) Navy newspapers
 2. (a) AFPPS
(b) all military newspapers
 3. (a) AFPPS
(b) Navy and Marine Corps AFRTS stations
 4. (a) ASD (PA)
(b) all military magazines

1-55. Which of the following statements best describes an internal information program?

1. The program may be optional depending on the mission and budgetary constraints of the command
2. Commanding officers are encourage to let PAOs plan, implement, and monitor the program
3. It is structured and executed in the same fashion as internal information programs at other commands
4. Commanding officers must be personally involved in the program daily

IN ANSWERING QUESTIONS 1-59 THROUGH 1-65, SELECT FROM COLUMN B THE NIRA PRODUCT THAT CORRESPONDS TO THE CHARACTERISTIC IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

A. CHARACTERISTICS B. PRODUCTS

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| <p>1-59. Navy equivalent of a news wire</p> <p>1-60. Includes news features and line art</p> <p>1-61. Flagship internal information publication</p> <p>1-62. Includes materials that may be posted on bulletin boards</p> <p>1-63. Mailed to a command only upon request</p> <p>1-64. May be used "as is" in unit print media or revised for broadcast style</p> <p>1-65. Contains retention-related items</p> | <p>1. Navy Editor Service</p> <p>2. Navy News Service</p> <p>3. Captain's Call kits</p> <p>4. All Hands Magazine</p> |
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1-56. Which of the following organizations are responsible for preparing internal communication products?

1. CHINFO/NIRA
2. NIRA/NAVBCSTSVC
3. NAVBCSTSVC/CHINFO
4. CHINFO/USIA

1-57. Policy for the development of internal communication products is produced by whom?

1. DIRPA
2. CHINFO
3. ASD (PA)
4. SECNAV

1-66. The Public Affairs Planning Guide is in which of the following formats?

1. Poster
2. Flip card
3. Annual ALNAV message
4. Calendar

1-58. Which of the following commands ensures two-way communication between Navy policy makers and the Navy internal audience?

1. NAVBCSTSVC
2. CHINFO
3. NIRA
4. DIRPA

1-67. Which of the following services supplements command internal information at a NAVBCSTSVC outlet for active duty military members and their families?

1. Locally produced news and AFRTS entertainment
2. 24-hour news and sports channel via AFRTS
3. Live coverage of DoD press conferences
4. Extensive AFRTS children's programming

Learning Objective: Recognize the products produced by NIRA and the role of NAVBCSTSVC in internal communication.

1-68. What is the CNO's primary vehicle for informing the Navy internal audience?

1. Navy News Service
2. *All Hands* Magazine only
3. Navy News This Week only
4. Both 2 and 3 above

1-69. In addition to producing and distributing Navy News This Week, NAVBCSTSVC also performs which of the following functions?

1. Provides input to the AFRTS Broadcast Center
2. Reviews AFRTS broadcast policy and recommends changes
3. Coordinates assembly and distribution of broadcast systems
4. Provides media training for all officers 0-6 and above

Learning Objective: Identify the organization of Marine Corps internal information and the products it produces.

1-70. What activity is responsible for Marine Corps top level internal communication and policy guidance?

1. CHINFO
2. NIRA
3. DIRPA
4. HQMC

1-71. Which of the following products contains Marine Corps internal information in message form?

1. Navy Marine Report
2. Marine Corps News Summary
3. DIRPA This Week
4. Marines In The News

Learning Objective: Define Navy unit internal information organization. (This objective is continued in assignment 2.)

1-72. What are the three segments of internal information planning?

1. Audience, message, and response
2. Internal media, audience, and information
3. Message, response, and internal media
4. Internal media, audience, and message